

ABSTRACT OF THE DISCLOSURE

A competitive merchandising system for conducting a transaction over the Internet, incorporating a game-like method, wherein people pay for a chance to obtain the right to purchase the merchandise at reduced prices. The disclosed system includes a plurality of user clients and at least one server capable of communicating with each user client. The server is capable of providing information including a plurality prices for the item for sale, making available a single price to the consumer in return for a fee, debiting an account belonging to the consumer for the fee, and further debiting the account for the single price if the item is purchased. Also disclosed is a method including the steps of providing, by means of a server, information including information pertaining to a plurality of prices for the item for sale and revealing a single price from the plurality to the consumer in return for a fee and debiting an account belonging to the at least one consumer for the amount of the fee. Further disclosed is a second method including the steps of displaying, on a user client, information pertaining to an item for sale, wherein the information includes information regarding a plurality of prices for the item and remitting to an account of the party a fee in order to ascertain a single price from the plurality of fixed prices.